

**WATER-IN-OIL PHOTOPROTECTIVE EMULSIONS COMPRISING  
POLYOLEFINIC SURFACTANTS AND 4,4-DIARYLBUTADIENE UV-A  
SUNSCREENS**

**ABSTRACT OF THE DISCLOSURE**

Stable UV-photoprotective water-in-oil emulsions, well suited for the photoprotection of the skin, lips and/or hair against the damaging effects of UV-radiation, contain at least one polymeric surfactant comprising at least one polar part and at least one polyolefinic apolar part, and also containing at least one organic 4,4-diarylbutadiene UV-A-screening agent.